

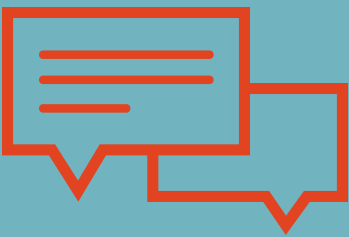
# 5 TIPS FOR A MORE EFFECTIVE DESTINATION MANAGEMENT PLAN

A Destination Management Plan (DMP) is more than just a document. It is a strategy for the future of your destination. These five tips are often overlooked, but they are crucial in the creation of an effective DMP.



## Know Your Resource Limitations

The best plan in the world will not help if you do not have the resources to implement it. Your strategies need to be achievable with the limited staff and limited funds you have at your disposal.



## Talk To Industry

You might have an idea, but you need the industry to implement it. Are they willing to change the way they do business to support your plans? Perhaps... if they can be part of the planning process.



## Make It Focused And Specific

A DMP cannot be everything to everyone. A strategy targeting all markets is the same as having none at all. Pick SPECIFIC markets and SPECIFIC themes/segments. Resist the temptation to include them all.



## Research, Research, Research

Everybody has an opinion, but only the facts will point you in the right direction. Nobody should ever need to question your strategy - the data that informed your decisions should be clear for all to see.



## Make It Clear And Easy

Most people won't read a DMP. It's ok to make it long and intricate but your final strategy must be simple and clear. If somebody asks your strategy, you should be able to answer in one or two sentences.